

:30 396 ends 9/22/92

July (9-951a, 21-254p, 24-654p)

August (2-1228p, 7- ,15- ,25- )

September (3- ,16-858p).

#### US DEPT COMMERCE/ TORNADO SAFETY

The US Department of Commerce and the National Oceanic and Atmospheric Administration give tips on surviving tornadoes and flash floods. 439 5/92 :60

July (14- ,18-346a, 25- )

August (6- ,12- ,20- ,30- )

September: none

#### US DEPT. OF TRANSPORTATION/ US COAST GUARD

The 1992 National Safe Boating week spot emphasizes the wearing of Personal Flotation Devices and boating safety. 6/92 :30 309

July (12-1029a, 17- ,29- )

August (4- ,9- ,10- ,18- ,29- )

September (7-748a, 19- ).

#### US DOT/NEIGHBORS

The U.S. Department of Transportation warns viewers whenever they see a sign that a petroleum pipeline exists, call before you dig. :60 409

July (8- ,21-1220a, 23- )

August (15- ,25- )

September 2nd.

#### US DOT/SAFETY BELT EDUCATION/DUMMY CAM, ANY QUESTIONS

The crash dummies are showing their new "crash cam" views of auto accidents in "dummy cam" and asking if there are "any questions" (in a take-off of the anti-drug campaign psa) to promote seat belt use. 9/92 30sec 260 15sec 154

September 15s:(6- ,16- ,21- ,23- ,28- ,30- ), 30s:(5- ,6- ,10-523p, 13-554p, 15- ,17- ,21- ,25-751p).

6. GOVERNMENT

FOOD STAMPS IN OREGON IYI

Belinda Teague, program coordinator for the State of Oregon Offset program, explains to TV 22's Dick Bond how this new joint venture between the Human Resources Dept. and the Employment Dept. will work to get food stamp recipients jobs. 1494 12/91 (4:00)

July (14-122p, 30-818p)

August (1-700- 10-100- 17-100-)

September 12-521a. 3-819a. 5-422a. 7-321a. 9-621a. 11-1122n. 12-220a. 13-718a.

September (4-322p, 5-323a, 7-222a, 9-1122p, 11-521a, 14-618p, 16-419a, 18-1118a, 19-1222p, 20-322a, 27-222a, 29-219a, 30-722p). Ran 42 times during quarter

#### SALEM PUBLIC WORKS/MARKET ST. INTERCHANGE/I-5 INTERCHANGE

Ralph Lambert, chief design engineer for the Department of Public Works, City of Salem, talks with TV 22's Dick Bond about the Market Street and other I-5 interchange projects and their benefits. Mr. Lambert shows the locations of construction on a map and the interviews include video of the site. 7/92 3:30 & 4:00 1581 & 1582 ends 9/22/92 (replaced by I-5 Widening)

July (25-820a, 922a, 27-723p, 922p, 28-1122a, 1220p, 29-218p, 322p, 30-1222a, 121a, 31-220p, 320p)

August (4-821a, 920a, 5-419p, 520p, 6-1019p, 1119p, 7-322a, 420a, 10-719a, 821a, 12-922p, 1022p, 15-721p, 818p, 16-222a, 19-818p, 22-618a, 24-217a, 322a, 25-522p, 621p, 27-822a, 31-522p).

September (2-123a, 222a, 8-922a, 10-1221a, 121a, 14-319a, 420a, 18-522p, 619p).

Ran 44 times during quarter

#### TEAM OREGON MOTORCYCLE SAFETY IVI

Stan Porter, coordinator of "Team Oregon," the Oregon Department of Transportation's motorcycle training team, talks with TV 22's Dick Bond about Team Oregon. The motorcycle-related fatalities in Oregon are at a 22-year low, according to Mr. Porter. 9/92 4:30 1611

September (22-821a, 719p, 23-621p, 24-421p, 25-922p, 26-518a, 27-821a, 28-1018a, 29-1222p, 30-219p). Ran 10 times during September

#### LOCAL PSA'S INVOLVING GOVERNMENT

#### OREGON NATIONAL GUARD/DOES IT ALL

The national PSA, localized for the Oregon National Guard, shows scenes of the "citizen-soldiers in their federal role, defending America's freedoms in Operation Desert Storm, responding to natural disasters, interdicting drugs, and aiding the disadvantaged at home and overseas. There is no narration, just music and graphics. (6-92) :60 417

July (4- , 5- , 7- , 10- , 11- , 16- , 21-554a, 23- , 27-1154p)

August (4- , 9- , 16- , 27- )

September (3- , 13-354a, 17- , 28-221p).

NATIONAL PSA'S INVOLVING GOVERNMENT

## AMERICAN LEGION/ VIETNAM VETERANS

The American Legion is encouraging veterans of the Vietnam War to call the number on the screen for help if they feel the need for counseling or if they or their children have suffered any medical problems that might be related to their service in Vietnam. 5/91 :30 330

July (8- ,13- ,18-1244p, 30-322a)

August (11-554p, 19- ,30- )

September (8- ,13-1228p, 21- ,30- ).

## AMERICAN LEGION/GET OUT THE VOTE

Using humor, the American Legion gives a "kick in the pants" to get out the vote and register for the next election. 8/92 :30 266

August (17-1122a, 25- )

September (4- ,13-954p, 16-1254a, 17- ,26- ).

## AMERICAN RED CROSS/PERSIAN-GULF VETERANS ASSISTANCE

The Red Cross is offering assistance to those who served in the Persian Gulf War. :30 360

July (22- ,31- )

August (5-1046a, 13- ,23-254a)

September (1- ,10-519a, 22-655p).

## AMERICAN CHIROPRACTIC ASSOCIATION/THE BILL OF RIGHTS

This historical mini-drama promotes the BILL OF RIGHTS and the continued importance of the rights it guarantees in contemporary life. 8/92 30 264

60 437

August (29- )

September 30s:(3- ,5- ,13-921p, 15- ,17- ,25- ), 60s:(4- ,10-1154p, 19-1221p).

## DAV/TRAVIS TRITT

Country music performer Travis Tritt promotes the spirit of volunteering with disabled veterans. 7/92 :30 287

July (4- ,5- ,6-649p, 7- ,10- ,13- ,15-654p, 25- ,27-652p)

August (3- ,8-946a, 27- )

September (5- ,12- ,18- ,27- ).



July (1- ,9-553p, 23- )  
August (1- ,13- ,24- )  
September (2- ,15- ,23- )

#### SOCIAL SECURITY/800 PHONE NUMBER "Jogger"

Features an early morning jogger and reminds the public that "Social Security is up and running when you are" with its toll-free 800 telephone number. 6/92 :15 163:

August (2- ,12- )  
July (2- , 6- )  
September (1- ,21- ,23- ,25- ,29- )

#### SOCIAL SECURITY/Blind-SSI

Features a young blind girl carrying out her daily activities at home. This spot addresses SSI benefits available for children with disabilities whose families have limited income and resources. 6/92 :30 290

July (1- ,3-425p, 4- ,6-349p, 7- ,10- ,12-146p, 13- ,15-1125p, 25- ,28- )  
August (3- ,9- 17-653a, 27- )  
September (6- ,18- ,12- ,27- )

#### SOCIAL SECURITY/AIDS Disability

Features a young woman with HIV infection whose activities have been curtailed because of the disease. But she knows that Social Security disability benefits will be there when she's unable to work any longer. 6-92 :30 291

July (2- ,3-621p, 4- ,6-155p, 11- ,16- ,25- ,28- )  
August (3- ,9- ,17-820a, 27- )  
September (6- ,12- ,18- ).

#### SOCIAL SECURITY/Direct Deposit

A grandmother and granddaughter enjoy each other, reminding Social Security beneficiaries of the safety and convenience of direct deposit. 6-92 :30 292

July (1- ,3-721p, 4- ,6-325p, 7- ,10- ,11- ,13- ,16- ,25- ,28- )  
August (3- 10- ,17-854a, 27- )  
September (6- ,12- ,18- ).

#### US DEPT FAIR HOUSING/ OPEN DOORS

In this PSA families with children and the disabled are featured because the law gives them new protection. It informs victims that they can change illegal housing practices and see justice done. 303 8/91 :30

July (2- ,4- ,6-155p, 7- , 13- ,16- ,26- ,28- )  
August (3- ,9- ,10- ,18- ,28- )  
September (7-151a, 12- ,19-747a, 27- ).

#### U.S. NAVY/DIVE Recruiting PSA.

6/92 :30 317

July (2- ,4- ,7- ,17- ,29- )

August (4- ,11-554a, 18- ,29- )

September 15s:(2- ,26- ,29- ), 30s:(7-217p, 13-122a,254a, 28-858p)

#### US GEODESICAL SERVICE/MAPS

The US Geodesical service explains that topographic maps are available for people who plan on doing any of their own exploring. 2/92 :30 334

July (6-712p, 8- ,18-554p, 30-1154a)

August (11-654p,20- ,31- )

September (8- ,13-154p, 21- ).

#### US COAST GUARD/ SEARCH & RESCUE

Rescues on the open sea are among the most dangerous missions tackled by the U.S. Coast Guard. The footage in this pSA is tense and dramatic. It encourages young men and women to join the U.S. Coast Guard and be part of the action.

10/91 :30 344

July (8- ,19- ,22- ,26- ,30-649p)

August (12- ,21- ,31- )

September (9- ,14- ,21- ).

#### US COAST GUARD/DRUG BUST ON THE HIGH SEAS

"Things your Coast Guard does every day," like making drug busts at sea, is the theme of this recruiting PSA. :60 413

July (2- ,7- ,15-152a, 21-254a, 23- ,27-222p)

August (3- ,9- ,16- ,26- )

September (9- ,17- ).

#### U.S. SAVINGS BONDS / ANTHEM

Musical PSAs with the theme of "making American Dreams a Reality." 6/92

:60 430 :30 288

July 30s:(1- ,3- ,6-626p, 7- ,13- ,15-755p, 25- ,27-952p) 60s:(4- ,6-1055a, 13- ,17- ,24-622p, 28-)

August 30s:(3- ,17-418a, 27- ), 60s:(5-554a)

September 30s:(5- ,12- ,27- ), 60s:(18- ).

#### US DEPT OF VA/ NATIONAL SALUTE

The Department of Veterans promotes good will towards veterans.405 :60

July (8- ,15-554a, 22- ,27-155a)

August (15- ,25- )

September (8- ,13-1254a, 16-445a).

#### US AIR FORCE/ RED FLAG

Another high energy spot promoting the career opportunities of the Air Force.

452 5/92 :60 ends 9/24/92

July (12-1047p, 13- ,14- ,19- ,22- ,25- ,26- ,30-1252a)

August (13- ,23-147a)

September (1- ,6- ,21- ).



## US AIR FORCE/HOT ROD/Up In The Air

The Air Force "is still hiring" high school seniors and recent college graduates and this PSA promotes Air Force recruiting. 9/92 :15 :30 :60 172, 295, 452  
September 15s:(29- ,30- )

## US MARINES/ CHESS / CHESS (Minority Version)

Marines recruiting spots. 6/92 :60, 454; :30, 289; :15,165

July 30s: (1- ,3-123p, 6-349p, 10- ,13- ,15-1044p, 25- ,27-953p)

60s: (1- ,4- ,6-1124p, 10- ,11- ,13- ,14- ,19- ,22- ,26-2 times,30-154a)

August 15:(13- ), 30:(3- ,17-554a, 27- ), 60:(13- ,23-355a)

September 15s:(26- ,29- ), 30s:(6- ,18- ,12- ,27- ), 60s:(1- ,6- ,14- ,21- ).

7. ENVIRONMENTAL CONCERNS

## ADOPT-A-RIVER COMMITTEE

Oregon Democratic House Leader Representative Peter Courtney explains to TV 22's Dick Bond his proposed House Bill on an "adopt-a-river" plan. The bill is to be presented to the 1993 session of the Oregon legislature. 7/92 4:30 1576

July (9-819a,521p, 10-1119a, 13-621a,818p, 14-117a,319p, 15-321a,621p, 17-519p, 18-420p, 21-1222p, 22-721a,417p, 23-421a,222p, 24-721p, 28-419a, 29-521a,421p, 30-622a, 31-720a)

August( 1-1019a, 2-920p, 3-1019p, 4-521p, 5-1020a, 6-822a, 7-518a, 9-320a, 10-221a, 12-821a, 14-521p, 16-1222a, 17-1218p, 19-521a, 20-621p, 21-1221a, 24-422a, 25-322p, 26-422a, 31-1218a)

September (2-422a, 4-522p, 8-620p, 10-622a, 14-1217p, 16-721p, 21-1221a, 23-420a, 24-721a). 51 broadcasts during quarter.

#### LOCAL PSA'S INVOLVING ENVIRONMENTAL CONCERNS

##### ENVIRONMENTAL FEDERATION OF OREGON/BURNING ISSUES

Targeting the fall paycheck contribution campaign of Oregon state employees (September 15th through November 1st, this psa promotes awareness of the Environmental Federation. 9/92 30sec 256

September (15- ,16- ,17- ,18- ,19-949p, 20- ,21- ,22-1053a, 24- ,25-254p, 28-1154a, 29- ,30- ).

##### KEEP OREGON GREEN/B-4 BUCKET FOR CAMPFIRES

Reminds campers of the need to carry a bucket for water when going camping to put campfires out. 7/92 :30 282

July (5- ,6-1123p, 18-1220a, 25- ,27-722p)

August (3- ,9- ,16- )

September (5- ,18- ).

##### KEEP OREGON GREEN/JUDGE

A courtroom drama in which the judge sentences a man for carelessly throwing a cigarette out a car window. A forest fire prevention spot from the local association Keep Oregon Green. 7/92 :30 281 end 8/20/92

July (6-649p, 7- ,12-422a, 13- ,25- ,27-622p)

August (3- ,8-650a, 16- ).

##### MARION COUNTY/TRASH FACTS

The Marion County Disposal Department informs us about trash and recycling. :30 370

July (2- ,9-825p, 23- )

August (1-1121a, 5-554p, 13-521p, 23-923p)

September (2- ,15- ,23- ).

**MARION COUNTY/RECYCLE STEPS**

The Marion County Solid Waste Management gives viewers steps to take on how to recycle items. :30 394

July (9-1022a, 12-859p, 21-221p, 24-554p)

August (2-1058a, 7-1255p, 15-217p, 25-1054a)

September (3- ,16-655p, 24- ).

**OREGON WATER RESOURCES DEPARTMENT/GLASSES**

Promoting water conservation during the drought situation in Oregon, this psa advises that there are "simple, yet effective water conservation techniques" which will make the most of our water supply. 9/92 30sec 255

September (23 broadcasts, about 1 per day starting on the 11th, including: 13-358p, 16-1154a, 19-859p, 22-854a, 25-153p,445p, 28-1055a).

**NATIONAL PSA'S INVOLVING ENVIRONMENTAL CONCERNS****ALTERNATIVE COMMUNITY TRAINING, INC/RECYCLE**

Supports the severely disabled with jobs recycling magnetic recording materials such as video tape. 7/92 :30 276

July (15-1051a, 21-724p, 25- ,27-754a)

August (2-747p, 7- , 9- , 16- , 26- )

September (4- ,11- ,18- ).

**ARBOR DAY FOUND/ DENVER-SONG**

John Denver, Charelton Heston and Eddie Albert join other Americans in singing a song about planting trees. :60 410 :15 152 60s:

July (21-1250a)

August 15:(16- ) 60:(16- , 25- )

September 15:(23- ,27- ,30- ), 60s:(16-1122p).

**NATIONAL ARBOR DAY FOUNDATION/RAINFOREST RESCUE**

These PSAs show what is happening to the planet's rain forests and promote the Arbor Day Foundation's Rain Forest Rescue Program. 9/92 2:00, 60s, 30s, 15s 502 , 461 , 250 , 152

September 60s:23rd, 2min:26th.

**EARTH SHARE/SAVE EARTH**

Encouragement from Earth Share for grass-roots involvement in conserving our environment. 305 5/92 :30

July (6-1253p, 16- ,26- ,28- )

August (9- , 17-1026p, 28- )

September (7-151a, 12- ,19-854a, 28-253a).

#### EARTHWATCH/EARTHCORPS

EarthCorps is volunteers assisting scientists on research expeditions around the world studying the environment. 6/92 :30 367

July (23- )

August (5-452p, 13- , 23-254p)

September (1- ,15- ).

#### ENVIRONMENTAL DEFENSE FUND/ROCKET

The objective of this PSA is to increase awareness of the need to participate in recycling programs at the household and community levels. 4/92 :30 342

July (8- ,19- ,22- ,30-554p)

August (12- , 21- , 31- )

September (9- ,21- ).

#### FOREST FIRE PREVENTION/METAMORPHOSIS

Smokey Bear "morphs" into different forest reminder images in the campaign to prevent forest fires. 7/92 :15 166, :30 278

July 15s:(11- , 23- , 31- ), 30s:(10- ,12-1158a, 15-1154a, 21-750p, 25- ,27-121p)

August 15s:(13- ) 30s:(8-122a , 9- , 9- , 16- , 26- )

September 15s:(26- ), 30s:(4- ,11- ,18- ,26- )

#### FOREST FIRE PREVENTION/TYPE SMOKEY BEAR

The image of Smokey Bear is formed by typewrite-font animation in this forest fire prevention campaign psa. 7/92 :15 167, :30 279

July 15s: (28- , 31- ), 30s: (10- ,11- ,13- ,15- ,21-1125p, 25- ,27-254p)

August 15s:(2- , 6- , 13- , 29- ) 30s:(8-420a, 9- , 16- , 26- )

September 15s:(1- ), 30s:(4- ,18- ,26- ).

#### FOREST FIRE PREVENTION/EVOLUTION

Animation shows the evolution of the forest from desert to grass to big trees in this forest fire prevention psa. 7/92 :30 280

July (10-2 times,11- ,12- ,14- ,15-225p, 16- ,25- ,27-554p)

August (7- , 8-554a,454p, 16- , 21- , 26- , 28- )

September (5- ,11- ,18- ,26- )

#### GLOBAL COMMUNICATIONS FOR CONSERVATION, INC/ENDANGERED SPECIES/JIM FOWLER

Global Communications for Conservation is "dedicated to supporting conservation initiatives while enhancing public awareness of the need for a worldwide conservaton ethic." 9/92 60s 459 30sec 258

September 30s:(6- ,13-518p, 15- ,17- ,19-1018p, 20- ),

60s:(6- ,7-452a, 10-355a, 12- ,15- ,22-222p).

#### GREENHOUSE CRISIS FOUNDATION/ TARGET EARTH

This dramatic PSA makes an analogy of the earth's current environmental problems to that of bullets being loaded into a gun, the muzzle being an exhaust pipe.

:30 385

July (14- ,21-622a, 24-1055a)

August (1- , 6- , 15- , 24- )

September (3- ,16-1059a).

#### LDS CHURCH/EARTH

The Church of Latter Day Saints encourages practical participation of keeping the "Spaceship Earth" clean with a view from space of the earth. 2/92-8/92 :30 83

July (1- ,9-254p, 23- ),

August (1- , 6- ).

#### NATIONAL FISH & WILDLIFE FEDERATION/DAFFY DUCK-WETLANDS

Cartoon character Daffy Duck is combined with wetlands scenery in a spot designed "to create awareness and action" on wetland conservation. A joint effort of the Federation and the US Fish & Wildlife Service. 7/92 :30 341

July (8- ,19- ,22- ,30-554p)

August (12- , 21- , 31- )

September (9- , 21- )

US EPA/MOUNTAIN GOAT/ in September:IF YOU SMOKE

The Environmental Protection Agency (EPA) encourages all homeowners to test their homes for radon.4/92 :30 388

July (21-1121a, 24-125p)

August (15- ,25- )

September (16- ,23- ,26- ).

US FISH AND WILDLIFE/ FOR THE BIRDS

This is a cute spot with different bird feeders feeding all kinds of birds. Music score and video. 2/91 :30 304

July (5- ,13- ,16- ,26- ,28- )

August (3- , 10- , 17-851p, 28- )

September (7-253a, 12- ,28-122a).

US ENVIRONMENTAL PROTECTION AGENCY/IF YOU SMOKE

This psa warns of the dangerous linkage between smoking and radon gas in producing cancer and promotes radon testing. 9/92 30sec 253

September (17- ,19-821p, 20- ,21- ,22-352p, 24- ,30- )

USDA FOREST SERVICE/JUGGLER TEACHES KIDS TO RECYCLE

A father "juggles" trash into recycling bins sorted for paper, aluminum, and plastic to illustrate the importance of recycling to the next generation. 9/92 261 30sec

September (4- ,5- ,10- ,15- ,17- ,25-751p).

WORLD WILDLIFE FUND/ RAINFOREST

By bulldozing, logging and burning, one acre of rain forest is destroyed every second. For over 30 years, World Wildlife Fund has been working to save the world's rain forests. This spot seeks more support. 10/91 :60 453

July (6-1050p, 12-254a, 13- ,14- ,19- ,22- ,26- ,30-155p)

August (13- , 23-321a)

September (1- ,6- ,21- ).

B. PET CAREHUMANE SOCIETY OF THE WILLAMETTE VALLEY...WEEKLY SERIES IYIBRIEF PAWS

The public information director of the local humane society, Monica McLin, conducts a weekly interview segment on pet and animal issues.

Total of segments broadcast during the quarter: (about 3 each day).

6-92-1571 WILDLIFE REHABILITATION WITH REVA LUX 4:00 6/30 - 7/7

July (1-321a,1022a,621p, 2-422a,1220p,1018p, 3-922a,421p, 4-118a,1121a,920p, 5-320a,1221p,517p, 6-322a,920a

6-92-1575 BYE MARTI STAPRANS; WELCOME MONICA McLIN 4:00 7/7 - 7/16

July( 7-521a,1021a,623p, 8-622a,722p, 9-621a,1219p,821p, 10-820a,922p, 11-220a,918a,220p,1020p, 12-121a,418p, 13-420a,1018a,718p, 14-621a,1219p,921p, 15-821a,421p,521a

7-92-1578 VACATION PET CARE/Monica McLin, Cheryl Brittain, HSoFWV 7/16-27

July (21-518a,221p,1019p, 22-620a,1217p,920p, 23-722a,1118a,521p, 24-822a,319p, 25-321p,1017a,517p, 26-521a,417p, 27-1222a,817a,622p)

7-92-1583 FLEA CONTROL/M.McLin, Darcy Smith, DVM 7/28-8/3, 8/11-17

July (28-121a,921a,722p, 29-1022a,822p, 30-322a,922p, 31-1220p,1020p)  
August (1-118p, 2-220p, 3-421a,1119a,722p, 11-420a,1120a,720p, 12-520a,1220p,820p, 13-620a,120p,920p, 14-720a,220p,1020p, 15-820a,320p,1120p, 16-620a,220p,920p, 17-420a,1120a,720p)

7-92-1584 VOLUNTEERS AT HSoFWV/Monica McLin w/Patsy the cat 8/4-8/10

August(4-1221p,821p, 5-722a,118p,920p, 6-323a,1021a,621p, 7-923a,518p, 8-222a,222p, 9-121a, 10-322a,1023a,619p)

8-92-1592 FLEA PRODUCT SAFETY & POISONS w/Robert A. Mac Arthur, DVM  
8/18/92-8/26/92

August (18-520a,1220p,820p, 19-620a,120p,920p, 20-720a,220p,1020pm, 21-820a,320p,1120p, 22-320a,1020a,620p, 23-220a,1020a,620p, 24-520a,1220p,920p, 25-420a,1120a,820p, 26-620a,121p,1021p)

8-92-1594 LOST PETS w/Shurell Guidry 8/27/92-9/2/92

August (27-322a,1019a,720p, 28-722a,220p,1122p, 29-222a,918a,623p, 30-1222a,822a,520p, 31-521a,221p,920p)

September (1-421a,118p,822p, 2-623a,322p,1023p).

8-92-1606 PET STAR SEARCH - PET PARADE WITH ANIMAL HEALTH FOOD STORE 9/3/92-9/11/92

September (3-322a,1223p,721p, 4-819a,123p,622p, 5-223a,720a,421p, 6-324p,1122p, 7-620a,319p,1023p, 8-720a,423p,1118p, 9-522a,221p,921p, 10-422a,118p,823p).

9-92-1607 PET NUTRITION WITH LARRY PEETZ, DVM 9/11(pm)-21/92

9-92-1608 SAVE THE FELINES 5K CAT WALK WITH DONALD MYERS & CHERYL BRITTAIN OF THE HUMANE SOCIETY 9/11-25/92 (Runs rotated with 1607)

September (11-819a,1218p,719, 12-322a,1121a,622p, 13-220a,218p,330p, 14-521a,220p,819p, 15-621a,320p,922p, 16-722a,422p,1022p, 17-821a,422p,1120p, 18-921a,1221p,718p, 19-421a,1221p,1018p, 20-521a,1117p, 21-618a,321p,921p, 1608 only: 22-721a,220p,1022p, 23-818a,222p,922p, 24-621a,120p,822p, 25-421a,322p,722p, 1607 only: 26-420a,419p,818p, 27-619a,122p,921p, 28-919a,221p,1024p.

9-92-1617 CAT WALK REPORT WITH MONICA MCLIN AND CHERYL BRITTAIN 9/29-10/5/92

September (29-919a,1120p, 30-721a,118p,924p).

9-92-1620 EDUCATOR with Monica McLin and Amy Gertenrich 10/6-10/13/92

#### LOCAL PSA'S INVOLVING PET CARE CONCERNS

HUMANE SOCIETY OF THE WILLAMETTE VALLEY/SUMMER DOG CARE

"Don't take your dog with you in the car on hot summer days" because the inside of a car gets hot enough to fry an egg warns this localized national-PSA.

(6-92) :30 295 ends 9/10/92 for season.

July (2- ,3-1020p, 4- ,10- ,16- ,25- ,28- )

August (3- , 8-1018p, 10- , 17-254p, 27- )

September 6th.



NATIONAL PSA'S INVOLVING PET CARE CONCERNS

## MORRIS ANIMAL FOUNDATION/ ROBERT WAGNER/G.PECK

Robert Wagner encourages viewers to call a number and learn more about what the Morris Animal Foundation does for animals. 1/92 Peck: 293 Wagner: 338, 160

July: Peck: (2- ,3-747p, 4- ,7- ,12-121a, 16- ,25- ,28- ) Wagner: (8- ,19- ,22- ,30-254p)

August Peck:(3- , 10- , 17-918a, 27- ),

August Wagner:15:(3- , 9- , 12- , 31- ), 30:(11-859p, 20- , 31- )

September 15s:(28- ), Peck 30s:(6- ,12- ,19-221a, 27- ), Wagner:(8- ,14- ,21- ).

9. EDUCATION

PROGRAMS

CARRASCOLENDAS PROGRAM

A weekly Spanish and English bi-lingual half-hour children's program from the Public Broadcasting System (PBS). Each program is designed to show children the importance of their surroundings and how to appreciate others. Promotes

8/23 1230p none  
8/30 1230p none

OSU AG EXTENSION SERVICE/WHAT IS AES

Oregon State University sheds some light on what your tax dollars go towards in higher education. 1/92 :30 333

July (5- ,8- ,12-450p, 18-148p, 30-1154a)

August (11-653p, 20- , 31- , 31- )

September ( 8- ,13-122p, 21- ).

OSU AG EXTENSION SERVICE/TODAY'S ENVIRONMENT

## EDUCATION COMMISSION/PARENTS WHO CARE

The objective of this PSA is to convince parents that they are critically important in motivating their children to get the education they need.

1/92 :30 395

July (21- ,24- )

August (2- , 7- , 15- , 25- )

September (3- ,16- ,24- ).

## INDEPENDENT COLLEGES/ ROLL CALL

The Council of Independent colleges is seeking recognition for the fact that many famous people have graduated from small colleges around the United States and that one doesn't need to attend a big college in order to be successful.

5/91 :30 371

July (2- ,23- )

August (1- , 5-750p, 13- , 23-1117p)

September (2- ,15- ,23- ).

## LDS CHURCH/ LEARNING "WILLIE"

A boy realizes the importance of learning from a man who didn't take advantage of the opportunity to go to school; then that same boy recommits himself to education. 10/91 :60 433 1:30 502 ends 9/10/92.

July 502 1:30: (6-521p, 7,8,9-925p, 10,11,12-621a, 13,14,15-219a, 16,17,18-721p, 19,22,23,24-219p, 26 )

August 60:(19- )

September 1:30:(3- ,5- ).

## MUSIC EDUCATION/ MANCINI

Henry Mancini, as well as other well-known artists, recommend that education for the arts still be provided in school. Also, 15 sec. spots by G. Jones, G. Estafan, and Doc Severinsen. 7/91 :30 326 :15 157,158,158

July 15s: (19- , 26- ), 30s: (8- ,18-655a, 29- )

August 15: (9- , 11- , 30- , 31- ), 30:(4- , 11-321p, 19- , 30- )

September 15s:(23- ,24- ,28- ), 30s:(8- ,11- ,13-749a, 20- ,30- )

## NAT. COUNCIL MATH TEACHERS/HAVING FUN

This is a blatant promotion of studying math. Various celebrities explain the importance of studying math in school. 1/92 :30 352

July (19- ,22- ,26- ,31- )

August (12- , 21- )

September (1- ,9- ,14- ,22-721a).

#### RECRUIT TEACHERS/HEROES

This PSA is designed to raise self esteem of teachers and recruit new teachers.  
:60 450

July (12-1228p, 15-122p, 19- ,22- ,25- ,29- )

August (7- , 13- , 23-1253a)

September (1- ,6- ,14- ,20- ).

#### ROTARY CLUB/SCHOLAR

The Rotary International urges viewers to get an education overseas. It is an eye opener. :30 335

July (8- ,18-554p, 30-1222p)

August (11-755p, 20- , 31- )

September (8- ,13-254p, 21- ).

#### SALVATION ARMY/SUMMER CAMP

The Salvation Army encourages the involvement of youth in their summer camps.  
4/92 :30 336 (replaced by Feed The Children 8/27/92)

July (5- ,8- ,18-653p, 30-222p)

August (11-755p)

#### UNITED NEGRO COLLEGE FUND/ GRADUATION

The objective of this campaign is to positively predispose potential donors to the United Negro College Fund so when asked to give they will do so. The advertising strategy is to convince potential donors that the UNCF provides a quality education to deserving yet financially disadvantaged students.

10/1/91 :60 402 Ends 9/30/92

July (8- ,15-353a, 22- ,26- )

August (8-350a, 15- , 24- )

September (2- ,8- ,16-121a).

#### US AIR FORCE ROTC/VEHICLE/ROTC SCHOLARSHIPS

Showing the advantages of education, these spots encourage young Americans to complete their education. The PSAs describe the kinds of experience and training offered by the Air Force for those complete high school and college. 7/92 :15s 168, :30 275, :60 456

July 15s:(28- ),30s:(15-1051a, 21-754a, 25- ,27- )

60s:(15-1249p, 19- ,22- ,31- )

August 15s:(14- ), 30s:(2-747p, 6- , 7- , 9- , 9- , 16- , 26- ),

60s:(7- , 14-1125p, 23-519a).

September 15s:(23- ,26- ,29- ), 30s:(4- ,11- ,18- ), 60s:(1- ,6- ,15- ,21- ).

YOUTH FOR UNDERSTANDING/OPENS HEART

Exchange students are looking for sponsor homes. :60 418

July (7- ,16- ,21-650a, 23- )

August (4- , 10- , 16- )

September (13-453a, 17- ).

YOUTH FOR UNDERSTANDING/DENMARK

Exchange students recruiting. :60 420

July (16- ,21-422p, 23- )

August (4- , 10- , 17-1221a)

September: none.

10. EMPLOYMENT

OREGON EMPLOYMENT DIVISION "HELP WANTED" PSAs

A weekly series of timely listings provided by the state employment office; a 60-second PSA.

#28 7/27/92 - 8/2/92

July (27-920a,950a, 28-754a,1055a,117p, 29-755a,955a,1122a, 30-554a,751a,1253p, 31-650a,1050a)

OREGON ECONOMIC DEVELOPMENT DEPT/DISPLACED WORKERS IYI

Pat Groce, displaced-worker coordinator for the Economic Development Department of the State of Oregon, talks with TV 22's Dick Bond about a new federally-funded training program for displaced timber workers and salmon fishermen in Oregon. 8/92 4:00 1585

August (1-421p, 2-722p, 3-1022a, 4-117p, 5-321p, 6-420pm, 7-618p, 8-718p, 9-820pm, 10-1022p, 11-822pm, 13-521p, 14-1121a, 15-1020a, 16-518a, 17-819p, 18-622p, 19-222pm, 20-1022a, 21-617a,922a, 22-820a, 23-717a, 24-717a, 26-522p, 27-922p, 28-820a, 29-1222a, 30-1022p, 31-1221p)

September (2-922a, 6-822p, 7-1221a, 10-1122p, 13-122a, 17-321a, 21-219a, 29-418a). Ran 38 times during quarter

CHEMEKETA JOB PLACEMENT PROGRAM/IYI

Ray Phipps, director of Cooperative Work Service Experience and Placement Service at Chemeketa Community College in Salem, and Judy Sawser, coordinator of the Job Placement Resource Center on the Chemeketa campus, explain to TV 22's Dick Bond what benefits their service offers to Chemeketa students and college district residents. 8/92 4:30 1591

August (14-1022a, 15-923p, 16-121p, 17-1022a, 18-1122a, 19-1218p, 20-321p, 21-422p, 22-522p, 620p, 24-1018a, 25-1217p, 26-217p, 27-420p, 28-519p, 29-722p, 30-820p, 31-1119a)

September (1-821a, 2-718p, 3-1021p, 7-421a, 9-817a, 11-722a, 13-1121p, 14-821a.



## NATIONAL FAMILIES IN ACTION/SAY NO TO DRUGS

Race car drivers tell reasons to "say no to drugs," comparing winning on the track with winning in life by being drug-free. 7/92 :60 457, :30 274

July 30s: (15-721a, 21-655p, 25- ,27-722a)

60s: (15-122p, 19- ,22- ,26- )

August 30s:(2-722p, 6- , 7- , 9- , 9- , 16- , 26- ),

60s:(8-1254a, 14-1154p, 23-554a)

September 30s:(4- ,11- ,18- ,26- ),

60s:(1- ,7-1251a, 15- ,22-451a).

## PARTNERSHIP FOR A DRUG-FREE AMERICA/AFRICAN AMERICAN CAMPAIGN

Spots targeted at pre-teen and teen African American youth telling them of the dangers of illegal drugs and that illegal drugs are "un-cool." (6-92) :30 299, :30 376,:30 399

July 299: (1- ,4- ,5- ,7- ,16- ,26- ,28- )

376: (2- ,9-356p, 10- ,12-1228p, 23- )

399: (9-326a, 12-951p, 21-421p, 24-1049p)

August 299:( 3- , 8-421p, 10- , 17-422p, 27- )

376:(1- , 5-953p, 13- , 24- )

399:(2-122p, 7- , 15- , 25- )

September 299:(1- , 10-310p, 27- )